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MARCH
1989

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '89 vs '88	% IND	
	1989	1988		1989	1988
CHRYSLER	17374	33529	53.82	2.09	3.60
(LeBaron)	7280	16958	42.93	.87	1.82
(New Yorker)	7964	9495	83.88	.96	1.02
(5th AVE)	1480	6151	24.06	.18	.66
(Imperial)	-	-	-	-	-
DODGE	38243	44993	85.01	4.58	4.83
(Daytona)	6313	6361	99.25	.76	.68
(Shadow)	6712	6999	95.90	.81	.75
(Spirit)	4850	-	-	.58	-
(Dynasty)	10114	6006	171.67	1.22	.65
(Aries)	2994	11577	25.99	.36	1.24
PLYMOUTH	23145	31690	73.04	2.78	3.41
(Horizon)	2536	4430	57.26	.30	.48
(Sundance)	5399	6345	110.15	.64	.68
(Acclaim)	5926	-	-	.70	-
(Reliant)	3049	13088	23.30	.37	1.41
(Laser)	1997	-	-	.13	-
EAGLE	4960	5194	134.00	.34	.56
(Premier)	4271	2456	173.78	.52	.27
CHRYSLER MTRS CORP	86722	115406	74.20	10.29	12.40
FORD	128048	136564	94.32	15.55	14.70
(Escort)	28934	31105	92.89	2.44	3.34
(Probe)	10503	667	-	1.26	.07
(Mustang)	18128	19213	91.85	2.01	1.96
(Tempo)	17392	22851	76.12	2.46	2.46
(Taurus)	34744	36711	79.32	3.40	3.84
(Crown Victoria)	9600	10787	88.77	1.14	1.16
(Thunderbird)	11446	11745	88.16	1.34	1.22
LINCOLN	14120	15477	95.69	1.84	1.72
MERCURY	39128	47851	92.51	4.77	4.71
(Topaz)	7618	8932	112.78	.94	.74
(Sable)	9101	11385	92.11	1.03	1.18
(Cougar)	9183	10574	96.85	1.10	1.14
(Grand Marquis)	4257	10136	91.33	1.12	1.09
LINC/MERC DIV	56695	69685	92.44	6.74	6.52
FORD MOTOR CO	165843	197449	94.02	26.29	21.22
BUICK	49332	51464	91.56	5.67	5.53
(Skyhawk)	1924	2857	67.18	.23	.31
(Somerset/Skylark)	8331	5089	105.17	.64	.54
(Century)	12585	9958	127.06	1.51	1.07
(Regal)	9716	10241	116.56	.93	1.10
(Riviera)	1557	970	160.52	.19	.12
(Reatta)	149	198	387.76	.07	.02
CADILLAC	23476	21639	108.49	2.82	2.33
(Allante)	263	259	101.54	.03	.03
(Eldorado)	2472	2406	119.37	.74	.26
(Seville)	1688	1792	104.91	.23	.19
CHEVROLET	120749	140320	85.77	14.46	15.08
(Nova)	2520	13350	18.88	.30	1.44
(Celebrity)	19200	27118	70.80	2.31	2.91
(Corsica)	21259	19038	111.32	2.55	2.05
(Beretta)	15203	17551	85.59	1.83	1.89
(Cavalier)	26984	24190	111.47	3.25	2.60
(Camaro)	9259	8971	103.32	1.11	.96
(Corvette)	1690	2283	73.83	.20	.25
(Monte Carlo)	185	3950	4.69	.02	.42
OLDSMOBILE	55739	63069	88.44	6.70	6.78
(Calais)	7670	8553	89.68	.92	.92
(Cutlass Ciera)	17611	19922	88.40	2.12	2.14
(Cutlass)	9447	9181	102.73	1.13	.99
(Toronado)	787	1392	56.10	.09	.15
PONTIAC	66598	67206	99.07	8.00	7.22
(Sunbird)	6577	6875	124.76	1.03	.74
(Grand AM)	18326	20954	87.46	2.20	2.25
(6000)	6288	7610	82.63	.76	.82
(Bonneville)	8771	9723	90.21	1.05	1.04
(Firebird)	5643	5875	96.05	.68	.63
(Fiero)	421	2622	16.06	.05	.28
(Grand Prix)	14253	7711	184.84	1.71	.83
GEN. MTRS CORP	311125	343709	91.10	37.61	36.94
Misc. Domestic	8	13	61.54	-	-
Other Import	248262	273911	90.64	29.81	29.44
U.S. TOTAL	812760	930488	89.50		

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UNITED STATES SUMMARY R. 1-89
MARCH 1989 ISSUED 05/89

BS

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1988
	1989	1988		1989	1988	
CHRYSLER	52636	86520	60.84	2.28	3.41	283848
(LeBaron)	23170	41556	48.54	.87	1.64	140610
(New Yorker)	25371	23893	110.57	1.15	.94	94741
(5th AVE)	4366	18806	23.22	.19	.74	38848
(Imperial)	-	-	-	-	-	-
DODGE	104114	116174	89.62	4.52	4.58	496416
(Daytona)	14037	16265	86.30	.61	.64	70472
(Shadow)	18937	18478	102.48	.82	.73	89259
(Spirit)	9631	-	-	.42	-	2438
(Dynasty)	28903	13449	214.91	1.26	.53	76834
(Aries)	11524	30219	38.13	.50	1.19	101368
PLYMOUTH	62223	87280	71.30	2.69	3.44	333224
(Horizon)	8302	10904	76.14	.36	.43	59777
(Sundance)	19656	17412	112.88	.85	.69	87320
(Reclaim)	1192	-	-	.48	-	2273
(Reliant)	11151	36761	30.33	.48	1.45	110524
(Laser)	1738	-	-	.08	-	-
EAGLE	17630	14776	119.32	.76	.58	62030
(Premier)	10268	4625	222.21	.44	.18	37534
CHRYSLER MTRS CORP	276609	304760	77.64	10.25	12.01	1175518
FORD	374419	376594	99.42	16.28	14.83	1517415
(Escort)	87402	88353	98.25	3.78	3.51	384992
(Probe)	28619	657	-	1.24	.03	66129
(Mustang)	46940	42478	108.14	1.99	1.67	169561
(Tempo)	59139	64384	91.85	2.56	2.54	278714
(Taurus)	82219	102788	79.99	3.56	4.04	376971
(Crown Victoria)	24953	26244	88.76	1.08	1.11	113349
(Thunderbird)	29005	31872	88.74	1.26	1.23	118516
LINCOLN	46058	42442	108.52	1.99	1.67	130506
MERCURY	107333	116202	92.61	4.66	4.58	481396
(Topaz)	22076	18008	122.59	.96	.71	85945
(Sable)	25551	29661	86.14	1.11	1.18	118140
(Cougar)	23389	26774	87.43	1.01	1.05	102424
(Grand Marquis)	24934	26468	94.2	1.08	1.04	115160
LINC/MERC DIV	153430	160768	95.57	6.66	6.34	684187
FORD MOTOR CO	574409	577187	99.5	24.94	21.17	2262002
BUICK	126553	144968	87.30	5.48	5.71	578652
(Skyhawk)	4847	8103	59.82	.21	.32	26080
(Somerset/Skylark)	13066	14168	92.22	.57	.56	58037
(Century)	34029	28214	124.15	1.51	1.11	130383
(Regal)	20941	28887	72.49	.91	1.14	123211
(Riviera)	4297	2814	152.70	.19	.11	11289
(Reatta)	1483	222	668.02	.06	.01	3693
CADILLAC	66262	59146	112.07	2.87	2.33	259772
(Allante)	654	771	84.82	.03	.03	3191
(Eldorado)	7463	6162	121.11	.32	.24	10766
(Seville)	5793	5368	107.92	.25	.21	22184
CHEVROLET	314983	367717	85.66	13.64	14.49	1469632
(Nova)	8193	28872	28.38	.35	1.14	96298
(Celebrity)	55284	67891	81.43	2.39	2.67	252447
(Corsica)	46737	47205	99.01	2.02	1.86	194709
(Beretta)	37535	43962	85.38	1.63	1.73	180181
(Cavalier)	74676	72890	102.45	3.23	2.88	306969
(Camaro)	24876	20726	120.02	1.08	.82	93072
(Corvette)	4054	5701	71.11	.18	.22	22928
(Monte Carlo)	678	11315	5.99	.03	.45	30196
OLDSMOBILE	150496	163094	92.28	6.52	6.43	708449
(Calais)	21808	22888	95.28	.94	.90	104653
(Cutlass Ciera)	47547	53520	88.84	2.07	2.11	235522
(Cutlass)	28002	19889	148.25	1.21	.74	112127
(Toronado)	2079	3449	60.28	.09	.14	15054
PONTIAC	177845	177208	100.36	7.70	6.98	755594
(Sunbird)	20475	18351	111.25	.88	.72	82090
(Grand AM)	52727	55587	94.85	2.27	2.18	226053
(6000)	18592	23202	80.13	.81	.91	96150
(Bonneville)	22980	31388	73.21	1.00	1.24	107055
(Firebird)	12612	13628	92.54	.55	.54	57421
(Fiero)	1314	7013	18.74	.06	.28	24111
(Grand Prix)	35129	13858	253.49	1.52	.55	97733
GEN. MTRS CORP.	836187	912171	91.67	36.21	35.94	3776348
Misc. Domestic	20	26	76.92	-	-	156
Other Import	702106	783658	89.59	30.40	30.88	3265901
U.S. TOTAL	2309331	2537992	90.99			10479931

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Autocar	5	-	14	182	7.69	-	.01
Chevrolet	109831	25.67	299788	300725	99.69	25.35	24.57
Chrysler	-	-	-	-	-	-	-
Dodge	47196	11.03	132352	139839	94.65	11.19	11.42
Ford	126944	29.68	346218	359876	96.20	29.30	29.43
Freightliner	2589	.61	6419	5947	107.94	.54	.49
G.M.C.	31338	7.32	84507	89105	94.84	7.15	7.28
Hino	169	.04	512	460	111.30	.04	.04
Isuzu	8933	2.09	24562	18730	131.14	2.08	1.53
Iveco	119	.03	444	415	106.99	.04	.03
Jeep	18972	4.43	56533	57805	97.80	4.78	4.72
John Deere	606	.14	1564	1401	111.63	.13	.11
Kenworth	1721	.40	4666	3575	130.52	.39	.29
Mack/Midliner	2193	.51	5943	4795	123.94	.50	.39
Mercedes Benz	176	.04	489	592	70.66	.04	.06
Mitsubishi	3573	.84	10389	14650	70.91	.88	1.20
Navistar	5745	1.34	18429	19263	95.64	1.56	1.57
Nissan	14365	3.36	40720	42564	95.67	3.44	3.48
Peterbilt	1512	.35	4305	3673	117.21	.36	.30
Plymouth	15877	3.71	43212	42755	101.07	3.65	3.49
Pontiac	-	-	-	-	-	-	-
Scania	6	-	30	42	71.43	-	-
Volvo	90	.02	314	420	74.76	.03	.03
Western Star	145	.03	394	401	98.25	.03	.03
White	19	-	56	1222	4.58	-	.10
WHITEGMC	1462	.34	4757	1337	355.80	.40	.11
Other Imports	34002	7.95	94334	113347	84.11	8.06	9.26
Miscellaneous Domestic	238	.07	684	745	90.60	.06	.06
U. S. Total	427888		1182635	1223982	96.92		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	14
Chevrolet	172231	118149	5265	497	46	1559	1876	65
Chrysler	-	-	-	-	-	-	-	-
Dodge	101176	31176	-	-	-	-	-	-
Ford	166330	160923	-	5851	-	1884	7681	3489
Freightliner	-	-	-	-	-	-	-	6419
G.M.C.	40523	37838	542	323	1209	1143	2708	221
Hino	-	-	38	-	98	107	269	-
Isuzu	22426	-	1527	146	52	256	155	-
Iveco	-	-	235	133	57	19	-	-
Jeep	56118	415	-	-	-	-	-	-
John Deere	-	1	108	1219	236	-	-	-
Kenworth	-	-	-	-	-	-	133	4533
Mack/Midliner	-	-	-	-	-	520	638	4785
Mercedes Benz	-	-	-	-	-	185	294	-
Mitsubishi	9467	-	522	-	155	184	51	-
Navistar	-	-	-	31	34	4355	5837	8172
Nissan	40317	-	83	-	160	58	102	-
Peterbilt	-	-	-	-	-	-	258	4047
Plymouth	43212	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	30
Volvo	-	-	-	-	-	-	284	30
Western Star	-	-	-	-	-	-	-	394
White	-	-	-	-	-	-	-	56
WHITEGMC	-	-	-	-	-	-	-	4757
Other Imports	94890	444	-	-	-	-	-	-
Miscellaneous Domestic	-	194	-	-	-	-	-	490
Total	746750	349140	8320	8200	2047	10290	20386	37502
1988 Total	802702	338010	7737	4158	2079	14553	23372	31371
1989 vs '88	93.03	103.29	107.54	197.21	98.46	70.71	87.22	119.54

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	11178	.48	13436	.53
Chevrolet Spectrum	13120	.57	17590	.69
Chrysler Conquest	1597	.07	2265	.09
Dodge Colt DL SW	7873	.34	10914	.43
Dodge Colt Vista SW	1779	.08	2595	.10
Eagle Medallion	2027	.09	6348	.25
Eagle Summit	5328	.23	-	-
Ford Festiva	18646	.81	16260	.64
GM Lotus	45	-	42	-
L-M XR4	1080	.05	1336	.05
L-M Scorpio	3819	.17	890	.04
Mercury Capri	-	-	-	-
Mercury Tracer	11553	.50	13507	.53
Plymouth Colt DL SW	7144	.31	9766	.38
Plymouth Colt Vista SW	1665	.07	2410	.09
Pontiac LeMans	13011	.56	12078	.48
T/C by Maserati	131	.01	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	99386	4.33	109437	4.31
OTHER IMPORTS				
Acura	30867	1.34	28600	1.13
Audi	4458	.19	5758	.23
BMW	17748	.77	18037	.71
Honda	146302	6.34	156272	6.16
Hyundai	48392	2.10	68204	2.69
Mazda	51762	2.24	61972	2.44
Mercedes Benz	16633	.72	19574	.77
Mitsubishi	17292	.75	13820	.54
Nissan	107634	4.66	107856	4.25
Saab	7657	.33	9920	.39
Subaru	35939	1.56	38574	1.52
Toyota	144598	6.26	159184	6.27
Volkswagen	27167	1.18	44052	1.74
Volvo	23325	1.01	21045	.83
Yugo	3128	.14	8620	.34
Others	19204	.83	22160	.87
Total Other Imports	702106	30.40	783658	30.88
GRAND TOTAL ALL IMPORT CARS	802092	34.73	893095	35.19

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	7788	.66	14605	1.19
Dodge RAIDER	1609	.14	2502	.20
Chevrolet GEO TRACKER	2131	.18	-	-
OTHER IMPORTS				
Isuzu	22426	1.90	17478	1.43
Mazda	27267	2.31	24834	2.03
Mitsubishi	9467	.80	14129	1.15
Nissan	40517	3.41	42279	3.45
Subaru	3	-	20	-
Suzuki	7945	.67	17291	1.41
Toyota	58043	4.91	68267	5.58
Volkswagen	934	.08	2050	.17
Others	1142	.10	885	.07
Total Other Import Trucks	167544	14.17	187233	15.30
GRAND TOTAL ALL IMPORT TRUCKS	179072	15.14	204340	16.69

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4963888
1988	10477863	5209267

(1) REVISED 10/85
(2) REVISED 11/88

R. L. POLK & CO.

R.1-89

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